

I Claim:

1. A combination label holder and sign, which comprises
 - (a) a label holder component of extruded plastic construction and comprising a mounting clip portion and a label holding portion,
 - 5 (b) said label holding portion comprising front and back panels joined along bottom edges of each and separable at top portions thereof to accommodate insertion of a label,
 - (c) a thin, flexible hinge integrally joining upper portions of said label holding portion and said mounting clip portion to accommodate limited pivoting movement
 - 10 of said label holding portion relative to said mounting clip portion,
 - (d) said back panel having a pair of spaced apart, horizontally disposed channel-forming flanges thereon defining a sign mounting channel extending over the full width of said back panel, and
 - (e) a sign component formed of sheet plastic material and comprising a tongue-like mounting portion and a sign portion disposed at right angles to said mounting portion,
 - 15 (f) said sign portion being printed on both sides thereof,
 - (g) said tongue-like mounting portion being snugly slidably received in said sign mounting channel to mount said sign component with the sign portion thereof extending at right angles to and forwardly of said label holding portion.
2. A combination according to claim 1, wherein
 - (a) said label holding portion has a predetermined vertical dimension, and

(b) said sign portion has a vertical dimension substantially greater than the vertical dimension of said label holding portion, whereby portions of said sign portion extend substantially below lower edge portions of said label holding portion.

5 3. A combination according to claim 2, wherein

(a) the tongue-like mounting portion of said sign component has a vertical dimension less than the vertical dimension of said label holding portion.

4. A combination according to claim 3, wherein

10 (a) the vertical dimension of said sign portion is a multiple greater than two of the vertical dimension of said tongue-like mounting portion.

5. A combination according to claim 1, wherein

15 (a) said clip portion is adapted for mounting in fixed relation on a display structure, and
(b) said label holding portion and said sign component are adapted for swinging movement relative to said clip portion.

6. A combination according to claim 1, wherein

20 (a) said channel-forming flanges are formed on a back surface of said back panel, and
(b) an upper one of said channel-forming flanges is connected to said flexible hinge.